

## **ABSTRACT**

### **EFFECT OF INVESTMENT DECISION, DECISION ON FINANCING AND DIVIDEND POLICY VALUE OF MANUFACTURING SECTOR COMPANIES IN FOOD AND BEVERAGE INDUSTRY LISTED IN BEI**

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The company's goal is to enhance shareholder value through the implementation of financial decisions which consists of investment decisions, financing decisions and dividend policy. Therefore, the implementation should be done carefully and precisely, given any financial decisions taken will affect financial decisions and will have an impact on the achievement of corporate goals.

This research takes the study period 2007-2011 in the company's financial statements as of December 31 as published on the Stock Exchange during the period of the study was to December 31, 2011.

Financial decisions that are used in this research is an investment decision to proxy Price Earning Ratio, funding decisions by proxy Ratio and Debt to Equity dividend policy with a proxy Dividend Payout Ratio.

This study aims to provide empirical evidence on the effect of investment decisions (Price Earning Ratio), financing decisions (debt to equity ratio) and dividend policy (dividend payout ratio) on firm value (book value Price)

Keywords: PER, DER, DPR, PBV